

Membership Renewal
Market Research Analysis Report

5th July, 2000

Contents

<u>1. INTRODUCTION</u>	1
<u>2. QUESTIONS & RESULTS</u>	2
<i>Question 1: Are you intending to renew your PCG membership ?</i>	2
<i>Question 2a: Which of the following newer services will be most useful to you in the coming year ?</i>	2
<i>Question 2b: If your are not renewing, Why not ?</i>	3
<i>Question 3: Please rank the following PCG services in order of usefulness and importance (1 to 6)</i>	3
<i>Question 4: Site Visiting</i>	3
<i>Question 5 & 6: Site Visiting Habits and Daily Digest</i>	4
<i>Question 7: What other services do you think PCG needs to offer as a full professional body representing contractors on all relevant issues ?</i>	5
<i>Question 8: How would you rate the PCG in overall terms?</i>	5
APPENDIX 1	6

1. INTRODUCTION

The following market research report has been produced from a questionnaire which was sent to all of the PCG members who's membership was due for renewal in May of this year. *See Appendix 1*

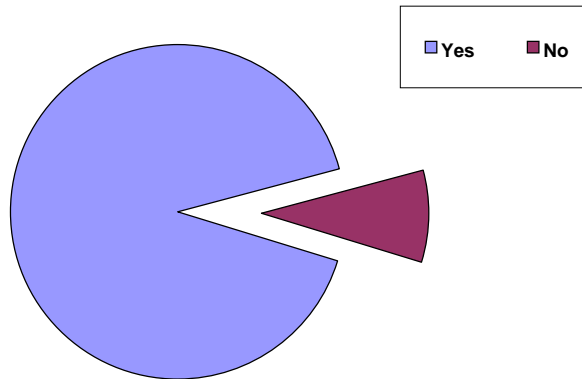
We contacted 1092 members with the questionnaire and membership reminder and 68% replied with the questionnaire. The results have been collated over the last month. Out of 1749 members who joined in May last year 66% have renewed their membership.

We have still got to chase those members whose membership falls due in June but the renewal rate is 65% already.

The following analysis is relevant to the 68% who replied to the questionnaire, not all of those who have renewed.

2. QUESTIONS & RESULTS

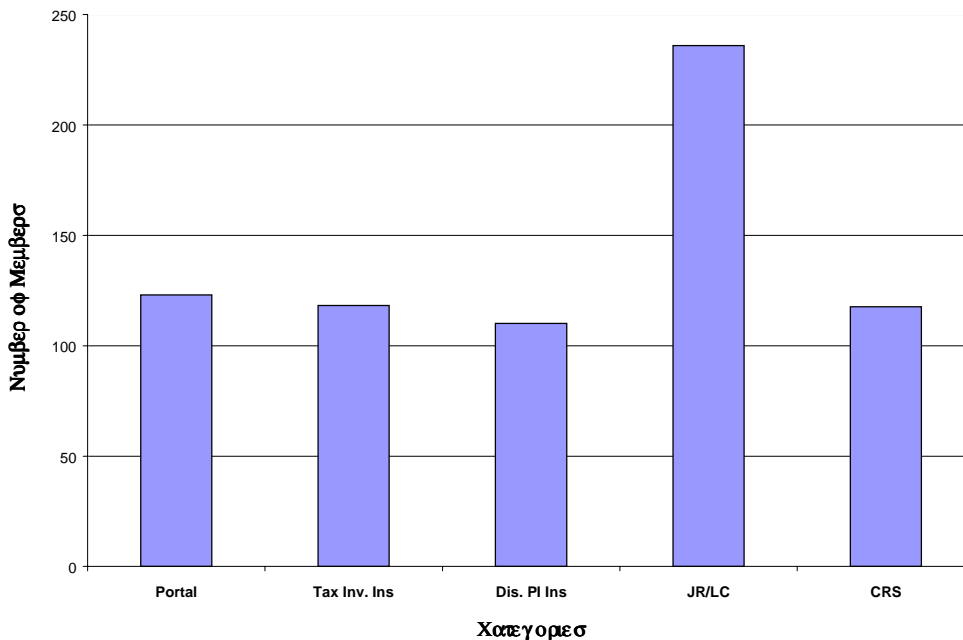
Question 1: Are you intending to renew your PCG membership ?



91% renewed their membership. You would expect this result to be high as those people who are renewing would take the time to reply.

Question 2a: Which of the following newer services will be most useful to you in the coming year ?

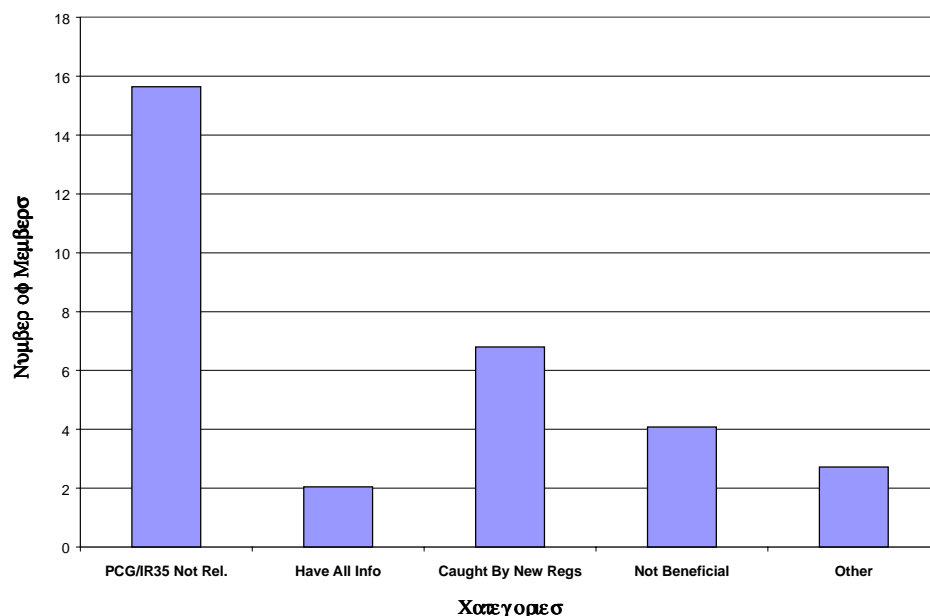
Portal	Tax Investigation Insurance	Discounted Professional Indemnity Insurance	Judicial Review Legal Challenge	Contract Review Service
--------	-----------------------------	---	---------------------------------	-------------------------



The other services were quite equal in their importance to the members, this could be for many reasons but one of the main points is that the members do not realise how the PCG has evolved over the last 12 months. This could be one of the areas where more promotion needs to be done to let the members know what their £ 100 gives them.

Question 2b: If your are not renewing, Why not ?

PCG/IR35 No Longer Relevant	Have All the Information	Going to be Caught By New Regulations	Not Beneficial Enough	Other



Although only 9% of those members not renewing replied to the questionnaire the results gives us a clear answer to the question.

Most of those who said that IR35 was no longer relevant to them was because they had either taken permanent positions or were moving abroad to get away from the tax altogether. All of the answers for this question mainly point towards to the same thing that they have stopped contracting because of the IR35 tax or they are going to be caught anyway and don't see the point in continuing their membership with us.

Question 3: Please rank the following PCG services in order of usefulness and importance (1 to 6)

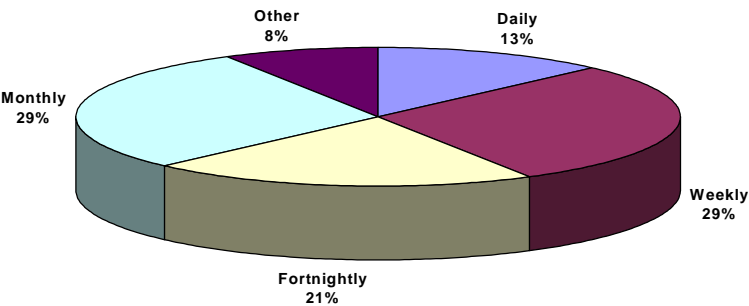
The categories offered for this section were:

Discussion Forum, Filestore, Lobbying, Draft Contract and Accounting Information/IR35 Analysis

When this question was written we had the ranking as 1 being the most important and 6 being the least. As the results came back from the members we realised that some members had misread the question and answered it either back to front or with ticks. The results for this question were all quite equal for the categories with none having a real majority or minority. But because of the confusion with the ranking system this would be expected.

Question 4: Site Visiting

Daily	Weekly	Fortnightly	Monthly	Other
-------	--------	-------------	---------	-------

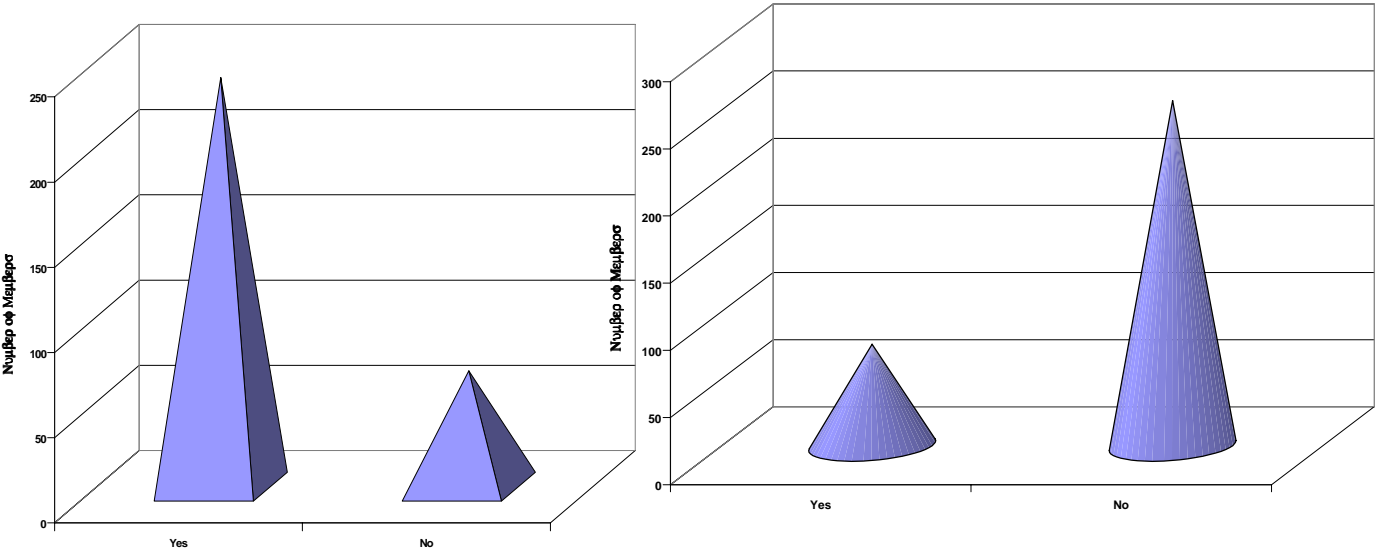


This chart shows that site is visited by the members on a regular basis mainly Weekly or Monthly. But overall the results were very close for each category.

Question 5 & 6: Site Visiting Habits and Daily Digest

Q5. Do you visit outside of the Forums

Q6. Do you subscribe to the Digests

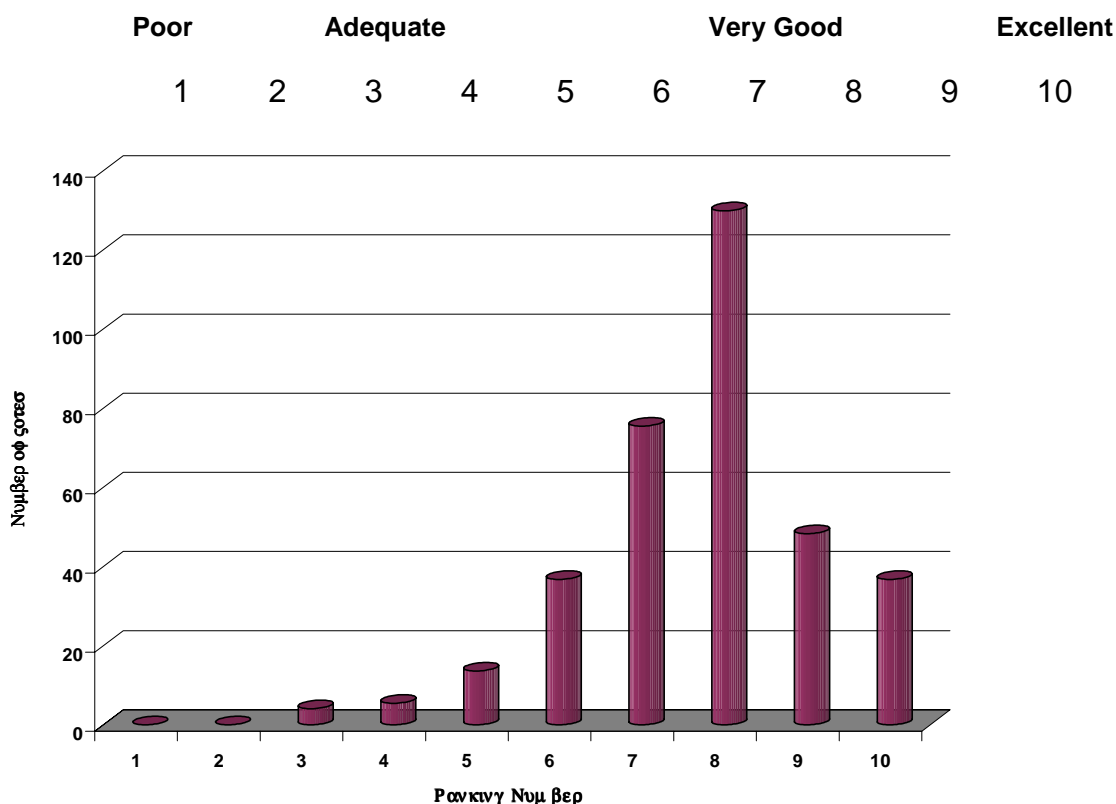


Both of these questions relate to how well the members know the site. Question 5 is really to ask them how they enter the site, is it via the Home Page or by a direct link to the Forum. From the results we can see that most do look at the other information on the site.
 Question 6 is really to see how they use the Forums. Most of the members that replied with a No answer to this question didn't know that this function was available.

Question 7: What other services do you think PCG needs to offer as a full professional body representing contractors on all relevant issues ?

About 30% of those that replied put a comment in this section. The most popular requests were for Discounted Training Courses and Seminars. There were some other comments regarding Agencies, lists of preferred Agencies etc., Information on Moving Abroad and Increased Publicity. These are all issues that can be taken on board for the future.

Question 8: How would you rate the PCG in overall terms?



The results of the question were very encouraging as we had an overall 8 out of 10. This shows that the members are pleased with the service that they are receiving but there is still room for improvement.

APPENDIX 1

The Questionnaire

QUESTIONNAIRE

This questionnaire has been drafted to help the PCG ensure we are meeting members expectations with the information and services we provide. It is designed to be completed quickly.



1. Are you intending to renew your PCG membership? Yes ☐ No ☐
(Go to Q2a) (Go to Q2b)

2a. Which of the following newer services will be most useful to you in the coming year ?

Portal ☐ Tax Investigation Insurance ☐ Discounted PI Insurance ☐ JR/Legal Challenge ☐
Contract Review Service ☐

2b. If you are not renewing, Why not ?

PCG/IR35 No longer relevant ☐ Have all the info required ☐ Will be caught by new regulations ☐
Not beneficial enough ☐ Other (please state) ☐ _____

3. Please rank the following PCG services in order of usefulness and importance (1 to 6)

Discussion Forum ☐ Filestore Resources ☐ Lobbying ☐ Draft Contract ☐ Legal Helpline ☐
Accounting Information/IR35 Analysis ☐

4. How often do you visit the site ? ☐ ☐ ☐ ☐ ☐
(Daily) (Weekly) (Fortnightly) (Monthly) (Other, please specify) _____

5. When you visit the site, do you look outside of the Forum ? Yes ☐ No ☐

6. Are you subscribed to the Forum daily digests ? Yes ☐ No ☐

7. What other services do you think PCG needs to offer as a full professional body representing contractors on all relevant issues ? _____

8. How would you rate the PCG in overall terms?

Poor	Adequate			Very Good				Excellent	
1	2	3	4	5	6	7	8	9	10

THANK YOU FOR YOUR SUPPORT

Please check the details below and make any amendments, then send it back in the envelope provided, by 9th June, 2000.

Date Joined	«date_joined»	«MrMs» «First_Name» «Last_Name»
Username	«username»	«Company»
		«Address_Line_1»
		«Address_Line_2»
		«City»
		«State__Province»
Member Type	«Type»	«Zip_Postal_Code»
		«Country»
		«Phone_1» «Phone_1_Extension»
		«Phone_2» «Phone_2_Extension»
		«Phone_3» «Phone_3_Extension»
		«Phone_4» «Phone_4_Extension»
Email		«Email_Address»